

***IN THE UNITED STATES PATENT AND TRADEMARK OFFICE***

Applicant: Takashi OSHIBA et al.  
Title: ADVERTISEMENT OPPORTUNITY TRADING SYSTEM,  
ADVERTISEMENT OPPORTUNITY TRADING METHOD,  
AND RECORDING MEDIUM  
Appl. No.: 10/025770  
Filing Date: 12/26/2001  
Examiner: Van Bramer, John W.  
Art Unit: 3622  
Confirmation Number: 5864

**AMENDMENT AND REPLY UNDER 37 CFR 1.111**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This communication is responsive to the Non-Final Office Action dated December 13, 2007, concerning the above-referenced patent application.

**Amendments to the Claims** are reflected in the listing of claims which begins on page of this document.

**Remarks/Arguments** begin on page 18 of this document.

Please amend the application as follows: